

Abstract of the Disclosure

In response to an advertising event signal, rendering of an active media stream is automatically paused. A new window is opened and forced to full screen size.

- 5 Advertising is presented in the new window. Some window controls may be disabled such that the advertising window may not be easily resized, closed, or obscured by another window. When advertising is complete, the new window is closed. Rendering of the media stream is resumed. Alternatively, advertising is presented in a video presentation window wherein the size of the window may be adjusted and controls disabled during presentation of an advertising message. Advertising may also comprise
- 10 text, graphics and images that overlay a video image. As such, the video image may be adjusted to a predetermined size and video presentation window controls may be disabled.